Projects and Products Portal for Leonardo da Vinci

LaBooM - Languages for the Book and Media Sector

A/05/B/P/LA-158.237

http://www.adam-europe.eu/adam/project/view.htm?prj=3018

Information sur le projet

Titre:	LaBooM - Languages for the Book and Media Sector
Code Projet:	A/05/B/P/LA-158.237
Année:	2005
Type de Projet:	Compétences Linguistiques (2000-2006)
Pays:	AT-Autriche
Statut:	Clôturé

Accroche marketing: LaBooM est l'abréviation de „Languages for the Book and Media Sector“ - langues pour l' economie de livre et de média. Dans le cadre de ce projet, un cours de langue a été élaboré par un partenariat européen fait sur mesure pour l'économie de livre et de média. Celui-ci est à la disposition maintenant dans les langues anglais, allemand et italien. Avec LaBooM, une lacune souvent déplorée est comblée dans le domaine des matériels scolaires pour l'économie de livre et de média. En outre, LaBooM prend la signification croissante du l'apprendre de langues étrangères professionnel en compte.

LaBooM se compose d'unités qui peuvent être exercé seules avec à l'ordinateur et de phases de présence qui sont faites comme unités d'apprendre communes dans la présence d'un professeur. Un manuel d'utilisateur ainsi que des matières de professeur pour les phases de présence peuvent être commandés par le coordinateur ibw - institut de recherche de formation celui-ci économie-ou sur le site http://www.la-boom.net. Le cours en ligne est librement accessible sur http://www.la-boom.net/course.

Résumé: During the project period (September 2005-November 2007) partners from six countries (Austria, Czech Republic, Spain, Italy, Poland and UK) have developed a vocationally oriented, two-level language course that is tailor made for people working in the book and media sector. The course is designed as a blended learning course, in which open and distance learning phases interchange. While the distance learning modules can be done online and are now accessible free of charge, users will have to register at a CVET-institution (e.g. Academy of the Austrian Book and Media Business) to follow the open learning modules.
The first level, LaBooM for Beginners - Waystage Level (A2) is available in English, German and Italian; while LaBooM for Advanced Learners - Vantage Level (B2) is provided in English only.

The project partnership has developed online and CD-ROM materials for the distance learning phases.
Equally hard-copy teaching materials for the open learning phases have been worked out.
A hard-copy Usermanual is available in English, German and Italian to guide learners through the course.
Additionally, a sector-targeted multilingual word-list was produced in all project languages (Czech, English, German, Italian, Polish and Spanish) and is displayed on the LaBooM website http://www.la-boom.net.

Besides the regular dissemination activities, as articles in specialised media, links and articles on partners websites, promotion at fairs and during sectoral events, press releases etc., a conference was held in Vienna in June 2007 to facilitate networking and demonstrate a prototype of the course. Project flyers have been printed and disseminated in all partner countries. Product samples have been distributed free of charge to interested target people and multipliers in all partner countries. Professional channels, networks and contacts of partner institutions were used to inform about the LaBooM project and its products.

Description: LaBooM is an English, German and Italian course for beginners with previous knowledge and 3-5years of professional experience (Level 1),and an English course for advanced students with 6-10 years of practical professional experience (Level 2). LaBooM is a blended-learning language course, which can be partly completed online and offers additional attendance phases, during which the content learned on the

Information sur le projet

Internet is enhanced and deepened together with colleagues working in the same sector under the instruction of a teacher,
LaBooM is based on authentic material and real-life situations from the book and media sector.

LaBooM consists of ten modules, five of which at Level 1 and five at Level 2.
Every module consists of two units, which treat a topic of relevance for the book and media sector in increasing levels of difficulty.

Thèmes:
*** Formation ouverte et à distance
*** Formation linguistique
*** Formation continue
** Qualité
** Étude interculturelle
** Formation tout au long de la vie
* Développement durable
* Validation, transparence, certification
* Entreprise, TPE, PME
* Accès pour les personnes moins favorisées
* Formation initiale

Sectors:
** Information et Communication
** Enseignement
** Arts, Spectacles et Activités Récréatives

Types de Produit:
Matériel d'apprentissage
Site Internet
Enseignement à distance
Modules
Matériel pour l'enseignement
Méthodes de distribution
CD-ROM

Information sur le produit:
How does LaBooM work?
One LaBooM language course can be completed within ten weeks, with a weekly workload of three to four hours for the online modules.
LaBooM offers optional attendance phases at the beginning of the course and after every module.
LaBooM helps to acquire job-related language skills and to deepen them, and it provides tests for self-assessment.
LaBooM builds on the Europe-wide recognised Common European Framework of Reference for Languages, with Level 1 corresponding to Level A2 (Waystage Level) and Level 2 to Level B2 (Vantage Level).
LaBooM Online courses contain all distance learning materials (both for beginners and advanced learners) and are accessible free of charge via the project website. All online-courses are also available on LaBooM CD-ROM.

LaBooM for beginners is available in English, German and Italian. The focus of LaBooM for beginners is on simple language structures and basic grammar. Intercultural communication on a basic level likewise plays a crucial role. The contents are adapted to the user's needs. LaBooM for beginners is primarily targeted at Junior Managers who have gathered six to ten years of work experience in the book and media sector.

LaBooM for advanced learners is available in English. The focus of LaBooM for advanced learners is on more complex language structures and grammatical aspects and, in particular, on (intercultural) communication. The contents are based on realistic situations of Junior Managers in book and media businesses and wish to master the level of "Manager".

LaBooM Usermanual is a booklet in English, German and Italian which gives clear instructions on how to use both LaBooM courses LaBooM for beginners and LaBooM for advanced learners.

Information sur le projet

LaBooM teacher handbooks contain teaching materials for the open learning phases in order to facilitate preparation efforts of trainers, teachers and tutors. There is one book per course: English beginners, German beginners, Italian beginners and English advanced learners.

LaBooM CD-ROM contains both online courses for beginners and for advanced learners as well as Usermanual and multilingual wordlist.

LaBooM multilingual wordlist contains terms and phrases used in the course. Apart from the course languages German, English and Italian, this vocabulary is also available in Spanish, Czech and Polish. The wordlist is also accessible via the project website.

LaBooM website contains general project and partner information as well as the online course. It has the address http://www.la-boom.net and will be accessible for another three years at least.

LaBooM project folder sums up the most important facts about the project and its products.All products are either accessible online via http://www.la-boom.net or can be obtained from the coordinator and project partners as long as stock lasts.

Page Web du projet: http://www.la-boom.net

Contractant du projet

Nom:	ABW - Akademie der Österreichischen Buch- und Medienwirtschaft
Ville:	Wien
Pays/Région:	Vienna
Pays:	AT-Autriche
Type d'organisation:	Institution de formation continue
Site Internet:	http://www.buchwirtschaft.at

Personne de contact

Nom:	Anna Jeller; Mag. Werner Neudorfer
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Ville:	Wien
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Téléphone:	+43/1/514 50-6115
Fax:	+43/1/514 50-6100
E-mail:	akademie-buchundmedien@wkw.at
Site internet:	http://www.buchwirtschaft.at

Coordinateur

Nom:	ibw - Institut für Bildungsforschung der Wirtschaft
Ville:	Wien
Pays/Région:	Vienna
Pays:	AT-Autriche
Type d'organisation:	Institution de recherche
Site Internet:	http://www.ibw.at

Personne de contact

Nom:	Dr. Monika Thum-Kraft
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Ville:	Wien
Pays:	AT-Autriche
Téléphone:	+43/1/545 16 71 -25
Fax:	+43/1/545 16 71 -22
E-mail:	thum-kraft@ibw.at
Site internet:	http://www.ibw.at

Partenaire

Partner 1

Nom:	LSR - Landesschulrat Niederösterreich
Ville:	St.Pölten
Pays/Région:	Lower Austria
Pays:	AT-Autriche
Type d'organisation:	Institution publique
Site Internet:	http://www.lsr-noe.gv.at/

Partner 2

Nom:	TEMPO Training and Consulting
Ville:	Ostrava
Pays/Région:	Moravskoslezsko
Pays:	CZ-Tchéquie
Type d'organisation:	Entreprise de petite et de moyenne taille (jusqu'à 250 employés)
Site Internet:	http://www.tempo-eu.com

Partner 3

Nom:	The Training Partnership
Ville:	Torquay
Pays/Région:	Devon
Pays:	UK-Royaume-Uni
Type d'organisation:	Institution de formation continue
Site Internet:	http://www.thetrainingpartnershipltd.com

Partner 4

Nom:	The Oxford International Centre for Publishing Studies
Ville:	Oxford
Pays/Région:	Berkshire, Buckinghamshire, Oxfordshire
Pays:	UK-Royaume-Uni
Type d'organisation:	Université/école supérieure spécialisée/academie
Site Internet:	http://ah.brookes.ac.at/publishing

Partenaire

Partner 5

Nom:	ARIES Formazione
Ville:	Caserta
Pays/Région:	Campania
Pays:	IT-Italie
Type d'organisation:	Association/organisation non gouvermentale
Site Internet:	http://www.ariesformazione.it

Partner 6

Nom:	SOS a SOU Luhacovice
Ville:	Luhacovice
Pays/Région:	Stredni Morava
Pays:	CZ-Tchéquie
Type d'organisation:	Formation initiale
Site Internet:	http://sosluhac.cz

Partner 7

Nom:	ibw - Institut für Bildungsforschung der Wirtschaft
Ville:	Wien
Pays/Région:	Vienna
Pays:	AT-Autriche
Type d'organisation:	Institution de recherche
Site Internet:	http://www.ibw.at

Partner 8

Nom:	Fernando Santi Basilicata
Ville:	Potenza
Pays/Région:	Basilicata
Pays:	IT-Italie
Type d'organisation:	Institution de formation continue
Site Internet:	http://www.fernandosanti.basilicata.it

Partenaire

Partner 9

Nom:	Academy of Management
Ville:	Lodz
Pays/Région:	Lodzkie
Pays:	PL-Pologne
Type d'organisation:	Université/école supérieure spécialisée/academie
Site Internet:	http://www.swspiz.pl

Partner 10

Nom:	FH St.Pölten
Ville:	St.Pölten
Pays/Région:	Lower Austria
Pays:	AT-Autriche
Type d'organisation:	Université/école supérieure spécialisée/academie
Site Internet:	http://www.fh-stpoelten.ac.at

Partner 11

Nom:	The Publishing Training Centre
Ville:	London
Pays/Région:	Greater London
Pays:	UK-Royaume-Uni
Type d'organisation:	Institution de formation continue
Site Internet:	http://www.train4publishing.co.uk

Partner 12

Nom:	EDITRAIN
Ville:	Madrid
Pays/Région:	Comunidad De Madrid
Pays:	ES-Espagne
Type d'organisation:	Association/organisation non gouvermentale
Site Internet:	http://www.editrain.com

Données du projet

Annex1_Didactic_Concept.doc

http://www.adam-europe.eu/prj/3018/prj/Annex1_Didactic_Concept.doc

Annex4_Technical_Concept.pdf

http://www.adam-europe.eu/prj/3018/prj/Annex4_Technical_Concept.pdf

Produits

1 LaBooM - Course for Beginners

2 LaBooM - Course for Advanced Learners

3 LaBooM - Multilingual Wordlist

4 LaBooM - CD-ROM

5 LaBooM - Project Folder

6 LaBooM - Usermanual

7 LaBooM - Teacher Handbooks

8 LabooM - Website

Produit 'LaBooM - Course for Beginners'

Titre:	LaBooM - Course for Beginners
Texte marketing:	LaBooM for beginners is a blended learning course, which combines open and distance learning phases.
Description:	LaBooM for beginners is based on a communicative approach, that is, structures are presented in authentic situations set in realistic environments of book and media businesses. Various methods such as completing texts, distinguishing True and False, linking words/ phrases etc. are used to do exercises on reading, writing, speaking and listening. LaBooM for beginners is available in English, German and Italian. The focus of LaBooM for beginners is on simple language structures and basic grammar. Intercultural communication on a basic level likewise plays a crucial role. The contents are adapted to the user’s needs.
Cible:	LaBooM for beginners is primarily targeted at Junior Managers who have gathered six to ten years of work experience in the book and media sector.
Langues de produit:	anglais italien allemand
Résultat:	
Domaine d'application:	
Adresse du site Internet:	http://www.la-boom.net/course/index.html

Produit 'LaBooM - Course for Advanced Learners'

Titre:	LaBooM - Course for Advanced Learners
Texte marketing:	LaBooM for advanced learners is a blended learning course which combines open and distance learning phases.
Description:	LaBooM is based on a communicative approach, that is, structures are presented in authentic situations set in realistic environments of book and media businesses. Various methods such as completing texts, distinguishing True and False, linking words/ phrases etc. are used to do exercises on reading, writing, speaking and listening.LaBooM for advanced learners is available in English. The focus of LaBooM for advanced learners is on more complex language structures and grammatical aspects and, in particular, on intercultural communication.
Cible:	Junior Managers in book and media businesses who wish to master the level of “Manager”
Langues de produit:	anglais
Résultat:	
Domaine d'application:	
Adresse du site Internet:	http://www.la-boom.net/course/index.html

Produit 'LaBooM - Multilingual Wordlist'

Titre:	LaBooM - Multilingual Wordlist
Texte marketing:	LaBooM multilingual wordlist contains terms and phrases used in the course.
Description:	LaBooM multilingual wordlist contains terms and phrases used in the course. Apart from the course languages German, English and Italian, this vocabulary is also available in Spanish, Czech and Polish. The wordlist is accessible via the project website.
Cible:	Users of LabooM courses, anybody interessted into book and media vocabulary in the target languages German, English, Italian, Spanish, Czech and Polish.
Langues de produit:	anglais allemand polonais tchèque italien espagnol
Résultat:	
Domaine d'application:	
Adresse du site Internet:	http://www.la-boom.net/index.php?lang=en&content=wordList

Produit 'LaBooM - CD-ROM'

Titre:	LaBooM - CD-ROM
Texte marketing:	LaBooM CD-ROM contains both online courses for beginners and for advanced learners.
Description:	LaBooM CD-ROM contains both online courses for beginners and for advanced learners as well as Usermanual and multilingual wordlist.
Cible:	Users of LaBooM Courses who do not have access to the internet, or whose internet connection is not fast or stable enough.
Langues de produit:	anglais allemand italien
Résultat:	
Domaine d'application:	
Adresse du site Internet:	

Produit 'LaBooM - Project Folder'

Titre:	LaBooM - Project Folder
Texte marketing:	LaBooM project folder presents the most important facts about the project.
Description:	LaBooM project folder sums up the most important facts about the project, its products and the project partnership, including contact adresses of all partners.
Cible:	anybody who is interessted in a short overview on the LaBooM project, the main aims and results. Anybody who wants contact details of the project partnership.
Langues de produit:	allemand anglais polonais tchèque
Résultat:	
Domaine d'application:	
Adresse du site Internet:	

Produit 'LaBooM - Usermanual'

Titre:	LaBooM - Usermanual
Texte marketing:	LaBooM Usermanual is a booklet which gives clear instructions on how to use the LaBooM courses.
Description:	LaBooM Usermanual is a booklet in English, German and Italian which gives clear instructions on how to use both LaBooM courses LaBooM for beginners and LaBooM for advanced learners.
Cible:	Users of laBooM courses, beginners or advanced learners.
Langues de produit:	allemand anglais italien
Résultat:	
Domaine d'application:	
Adresse du site Internet:	http://www.la-boom.net/index.php?lang=en&content=userManual

Produit 'LaBooM - Teacher Handbooks'

Titre:	LaBooM - Teacher Handbooks
Texte marketing:	LaBooM teacher handbooks contain teaching materials for the open learning phases.
Description:	LaBooM teacher handbooks (set of four books) contain teaching materials for the open learning phases in order to facilitate preparation efforts of trainers, teachers and tutors. There is one book per course: English beginners, German beginners, Italian beginners and English advanced learners.
Cible:	Trainers, teachers and tutors who hold the LaBooM open learning phases.
Langues de produit:	allemand anglais italien
Résultat:	
Domaine d'application:	
Adresse du site Internet:	

Produit 'LabooM - Website'

Titre:	LabooM - Website
Texte marketing:	LaBooM website contains general information as well as free access to the online course and the wordlist.
Description:	LaBooM website contains general project and partner information as well as the online course. It has the address http://www.la-boom.net and will be accessible for another three years at least.
Cible:	- Users of LaBooM courses - Users of the multilingualwordlist - Potential future users of LaBooM who look for information - Anybody interessted in the project, its aims and results - Anybody interessted in contact details
Langues de produit:	tchèque espagnol polonais italien allemand anglais
Résultat:	
Domaine d'application:	
Adresse du site Internet:	http://www.la-boom.net

Événements

LaBooM Conference

Date	12.06.2007
Description	Programm: „Von der Idee bis zum Kurs“: Die Entwicklung des LaBooM-Sprachkurses im Rahmen einer europäischen Projektpartnerschaft Gelegenheit, den Online-Kurs vor Ort an Laptopstationen auszuprobieren Catering Im Anschluß an die Veranstaltung besteht die Möglichkeit zum Besuch des Museums und der Ausstellung „Medienwelten“. Konferenzsprache: Englisch
Cible	Fachleute, Multiplikatoren und Interessenten der österreichischen und europäischen Buch- und Medienwirtschaft. Vertreter von Weiterbildungseinrichtungen, Lehrer, Trainer und Tutoren aus dem Fremdsprachenbereich.
Public	Événement public
Informations de contact	schweiger@ibw.at
Date et lieu	12.Juni 2007, 13:30 Festsaal des Technischen Museums Wien